

CYCLE NORTH CAROLINA BRINGS STATEWIDE MEDIA EXPOSURE

Over 1,000 bicyclists took part in Cycle North Carolina's sixth annual ride across the state. Beginning in Sparta on Oct. 2, the 465-mile recreational bicycle tour from the "Mountains to the Coast" took riders from 37 states, and Germany and Canada, through eight towns, bringing significant media exposure to North Carolina. Riders traveled approximately 60-70 miles per day, stopping for visits in Mount Airy, Eden, Mebane, Henderson, Rocky Mount and Washington before arriving at the finish line in Oriental on Oct. 9.

World-renowned German travel writer Walter Rottiers, one of the premier European cycling journalists, was one of the participants in the tour.

In Rottiers' 30-year career, he has written five books on bicycle touring and bicycle racing, and he currently contributes to top bicycle magazines in Europe. Joe Miller, a columnist for the *Raleigh News & Observer*, also kept a daily journal of the event, and published his work online at www.newsobserver.com.

The Division is a signature sponsor of the Cycle North Carolina program and assists North Carolina Amateur Sports to facilitate the event. Tourism Development Manager Teresa Watts and Photographer Bill Russ represented the Division at the event. For further information, or to take a virtual tour of the event, visit www.cyclenorthcarolina.org.



German travel writer Walter Rottiers (left) poses with Curtis Dobbins of REI during the Cycle North Carolina tour.

ADVERTISING OVERVIEW

While immediate-response advertising was implemented following an extremely active hurricane season, the Division continued to move forward with the planned marketing and advertising programs promoting travel to North Carolina.

In addition to broadcast advertising, the Division's advertising message can also be seen in print this quarter in *O*, *The Oprah Magazine*, *Arthur Frommer's Budget Travel*, *Reader's Digest*, *Family Fun*, and *Canadian Geographic*.

In keeping with promoting North Carolina's natural, scenic beauty and abundant activities, new full-page advertisements

will premiere in targeted publications for the next quarter. You can find them in *Condé Nast Traveler*, *Travel + Leisure*, *Real Simple* and *Coastal Living*.

The Division is continuing a strong online advertising campaign on a variety of Web sites during the fall and winter. Activity is focused around targeted online outlets such as aol.com, yahoo.com, away.com and PGATour.com.

For more information on the Division's advertising activity and details on how you can participate in one of many co-op programs, go to www.nccommerce.com/tourism/advertising.

ON THE ROAD TO RECOVERY

by Lynn Minges, Executive Director



It's that exciting time of year again, when we anticipate holiday gatherings with friends and family, reflect on the year that's almost past and look ahead to new challenges.

The Division enjoyed significant accomplishments this year, including immediate action to aid in the state's recovery from a very rough storm season. And we've worked to put a foundation in place for the changes and opportunities to come. The tourism outlook for 2005 is bright, and we are poised and ready for the challenges it will bring.

At its recent Marketing Outlook Forum in Phoenix, the Travel Industry Association of America (TIA) was optimistic on all fronts about projected year-end results. Overall traveler spending will show an increase, and domestic business travel and international inbound travel will both see their first increases since before September 11, 2001. Leisure travel is projected to grow 2.9 percent, up from a 1.9 percent increase in 2003. This is good news, but, as one of the Forum speakers put it, "It's up to us to seize the day."

In North Carolina, we have great opportunities to capitalize on these trends. A new creative advertising campaign is set to begin in February showcasing the many unique experiences visitors might discover in North Carolina. The imagery used is truly spectacular and inspires one to come and explore, mountains to coast.

Improvements and a fresh new look for visitnc.com will be introduced in early 2005 to serve the record number of visitors to the site. Included will be an online Press Room for journalists showcasing the 2005 press kit. Consumers will enjoy easier navigation, trip planning and new entries into our growing collection of Experiences. Visitnc.com hosts over 4 million visitors, and the number continues to grow, providing us with greater opportunities to reach new travelers and to inspire previous visitors to come again.

Our partnership with the United States Department of Commerce is steadily progressing. The Division is working with the United States Government and the Visit America Alliance to promote the United States and North Carolina to potential international visitors. North Carolina will be highlighted in the advertising effort via television, print and Web promotions, providing an opportunity to reach over 600,000 United Kingdom consumers.

This international effort comes at a good time, as we begin an exciting new partnership with Lufthansa Airlines in support of their direct flight from Munich to Charlotte. The inaugural flight earlier this year included a group of German journalists who enjoyed a taste of North Carolina on their whirlwind 2-day visit. This international initiative encourages more journalists and tour operators to discover North Carolina for the first time.

And at home, many events and opportunities will give us plenty to talk about in the year to come:

- The U.S. Open golf championship returns to Pinehurst in June, bringing national and international exposure to the state.
- The North Carolina Civil War Trails project will mark nearly 100 sites in 40 locations across the state that interpret North Carolina campaign sites and corridors of the Civil War by the spring of 2005. This opportunity, with advertising support, will bring a host of new visitors to many communities across the state.
- The state's newest winery, Childress Vineyards, just opened in Lexington, boosting this already booming industry and promising more interest and visitation to the state.
- Bath, North Carolina's oldest town, will celebrate its tri-centennial in Beaufort County with year-long events and festivals.
- The NASCAR all-star race will once again take place at Lowe's Motor Speedway, attracting thousands from around the country.
- The Blue Ridge Parkway, North Carolina's most-visited travel attraction, celebrates its 70th anniversary in 2005.
- Grandfather Mountain's Highland Games celebrates its 50th anniversary as the world's largest annual gathering of Scottish clans.

Much work has gone into preparing for the year ahead, and the Division is ready to "seize the day" and maximize every opportunity. But, of course, none of it is possible without the support of our tourism partners from all over the state. The teamwork you continue to demonstrate speaks volumes for the unity and perseverance of our industry in maintaining North Carolina's standing as one of the leading tourism destinations in the United States.

We thank you for your continued support, and we look forward to keeping our industry strong with you.

Lynn D. Minges
Executive Director

PREPARATIONS UNDERWAY FOR '05 PUBLICATIONS

The Division of Tourism is now in the process of putting together its publications for 2005, including *The Official 2005 North Carolina Travel Guide*, *The Official 2005 North Carolina Golf Guide* and the *Calendar of Events*. Journal Communications, Inc. is working with the Division to maintain the high level of quality that has become a standard for North Carolina's travel guides and golf guides. The 2005 golf guide will be an important edition, as it will be targeted to visitors of the 2005 U.S. Open in Pinehurst. All three publications will be available following a publications press conference on December 7.

If you have an event, attraction or accommodation that should be added to the Division's Web site or its publications, please contact the Extranet representative in your county. A list of all Extranet contacts by county, as well as an updated publication schedule and publication guidelines, can be found on the Division's publications Web page at www.nccommerce.com/tourism/publications.

ARE YOU GETTING THE NEWSLINK?

Every Wednesday, the Division produces an electronic publication designed to provide information to tourism industry leaders across the state in a timely fashion. It is emailed to over 1,000 people and includes information on tourism-related research, statewide and international trends, media leads, updates on conferences and events, and much more. The *NewsLink* is free of charge and available to anyone with a valid e-mail address. To subscribe, go to www.nccommerce.com/tourism/newsletter/, or contact Andre Thomas, at athomas@nccommerce.com.

NEW INTERNATIONAL PARTNERSHIPS

The North Carolina Division of Tourism welcomed a new member to its international family, appointing travel promoter Hills Balfour to represent North Carolina within the United Kingdom and Ireland. In addition, the Division announced Melaine Communications will remain the North Carolina representative in Canada, and Mangum Management will continue to represent the state in Germany. Contact information for these companies is as follows:

HILLS BALFOUR

Sales & Marketing:

Kevin Harris, Communications Director

kevinharris@hillsbalfour.com

Mirjam Peternek, Senior Brand

Marketing Manager

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Public Relations:

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Fax: 416-622-3431

E-mail:

travelteam@melainecommunications.com

For more information on North Carolina's international contacts, visit www.nccommerce.com/tourism/contacts/intl.asp.

DIVISION'S FIRST FLIGHT MARKETING PROMOTION WINS 2004 MERCURY AWARD AT ESTO

The Tourism Industry Association's (TIA) National Council of State Tourism Directors recognized the North Carolina Division of Tourism with the 2004 Mercury Award in the "Special Promotions" category for its efforts in support of statewide events celebrating the

centennial of First Flight. The award was presented at TIA's annual Educational Seminar for Tourism Organizations (ESTO) conference in Boston in August. The special promotion, which generated more than \$15 million in publicity, comprised several elements, including: a customized First Flight press kit; a "First Flight" Experience on visitnc.com that received more than 100,000 unique visits; and *The Official 2003 North Carolina Travel Guide*

prominently featuring the Wright Brothers National Memorial in Kitty Hawk. In addition, the Division enjoyed a successful partnership with North Carolina-born Pepsi-Cola Company that resulted in the distribution of more than 14 million First Flight commemorative cans encouraging potential travelers to call 1-800-VISIT NC or go to visitnc.com for vacation information. First Flight events across the state attracted more than 200,000 people.

NORTH CAROLINA TOURISM ADVERTISING HONORED NATIONALLY

Not only is the North Carolina Division of Tourism advertising campaign attracting visitors to our state, it is also attracting the attention of an international awards organization. The One Club for Art and Copy, an organization celebrating the best creativity in advertising, recognized a series of magazine ads produced by LKM for the Division. As part of the judging process, a worldwide panel of notable judges reviewed over 15,000 entries from leading creative agencies throughout the world. Of those entries, judges chose the top 300-400 solicitations cited as "the best" in the marketing and advertising industry. The Division's small space advertising campaign has earned a place in this elite group of advertising programs, as one of a select number of winners in the small space campaign category. To see the small space ads, as well as past creative work for the Division's advertising efforts, please visit www.visitnc.com/media/media_ads_mrkt.asp.



The North Carolina General Assembly concluded the 2004 legislative session in July after approving a \$15.9 billion state budget bill, a \$468 million borrowing plan and several significant legislative measures. Below is a brief summary of the 2004 legislation pertinent to the state tourism and film industries.

HOUSE BILL 1464

School Calendar Changes (School Start Bill)

Signed into law on Aug. 9, this legislation creates a uniform calendar for public schools beginning with the 2005-06 school year, mandating schools to start no later than Aug. 25 each year and end by June 10, eliminating five of the 20 non-instructional teacher workdays. Tourism industry officials estimate the new law could bring \$70 million in extra revenue to the state.

HOUSE BILL 1213

Monetary Comp/Outdoor Advertising (Billboard Bill)

Signed into law on Aug. 2, the bill was originally vetoed by the governor, but overridden by the House of Representatives, which agreed to a revised version of a billboard compensation measure. The vetoed bill would have required local governments to pay billboard owners up to five times the annual revenue of a sign before it could be torn down. The governor's veto was based on a concern that this formula would be too expensive for taxpayers. Under the revised version, local governments could attempt to find another location for the sign or go to Superior Court, which could then decide how much the city or county would have to compensate the billboard owner.

HOUSE BILL 142

Dare Sales Tax (Dare County Beach Nourishment Bill)

Signed into law July 18, this bill authorizes Dare County to impose new taxes to fund a 14.2-mile beach nourishment project planned for Kitty Hawk, Kill Devil Hills and Nags Head beaches. Any money raised would go to repairs on sand dunes, to revitalize shoreline damaged by storms or for public beach improvements.

SENATE BILL 754

Stock Car Racing Theme Special Plates (NASCAR License Plate Bill)

Signed into law Aug. 11, this bill authorizes the North Carolina Division of Motor Vehicles to issue a series of stock car racing theme registration plates with proceeds going to the North Carolina Motorsports Association.

HOUSE BILL 831

Saltwater Fishing Fund/Holdover Appointments (Saltwater Fishing Bill)

Signed into law Aug. 17, this bill establishes a \$15 annual license beginning Jan. 1, 2006, allowing recreational fishermen to harvest seafood for personal consumption. Under the new law, a seven-day license can be purchased once a year at a charge of \$1. The proceeds from license sales will go into the North Carolina Saltwater Fishing Fund, which will generate about \$15.3 million annually to conserve and restore North Carolina's marine resources and fisheries habitats.

SENATE BILL 3

North Carolina Motorsports Testing and Research/Funds (Motorsports Testing Facility Bill)

Signed into law Aug. 11, this bill appropriates additional money needed for the planning of a North Carolina Motorsports Testing and Research Complex to be built somewhere within 30 miles of Lowe's Motor Speedway in Concord and operated in conjunction with UNC-Charlotte. After learning that only half of the requested \$4 million in funds to build the facility was outlined in the approved budget, legislators worked to put together a separate appropriations bill to secure the additional \$2 million toward the project.

SENATE BILL 74

North Carolina Vineyard Amendments (Wine Bill)

Signed into law on July 29, this bill allows North Carolina wineries to use brandy in their winemaking. In a moist growing year, the law would allow winemakers to add brandy to unfortified wine to ensure that the wine's alcohol content is consistent. Another section of the law would allow a North Carolina winery to sell wine that is produced at another winery with the original source of the wine displayed on each bottle.

HOUSE BILL 1316

Travel and Tourism Capital Investment Program

Referred to study under the House Committee on Finance, this bill would establish a Capital Investment Program, under which a Travel and Tourism Grant Committee may award grants to the owners of qualified projects for the purpose of inducing the creation, expansion or renovation of travel and tourism projects.

ONE TREE HILL RETURNS TO WILMINGTON FOR SECOND SEASON

The teen drama *One Tree Hill*, a key revenue generator for the North Carolina film industry last year, was picked up for a second season by the WB Network and is continuing to film in Wilmington at Screen Gems Studios. For the show's first season, North Carolina state government, New Hanover County and the City of Wilmington contributed \$750,000 in funds to lure the show away from Canada's film-incentive program. The city and county agreed to contribute \$375,000 for the second season, but news of further support from state officials is still pending. Last year, the show had disappointing ratings early in the season, but gradually improved to make it the highest rated drama among teenage girls after the Fox network's *The O.C.*



"NORTH CAROLINA: THE HEART OF MOTORSPORTS" EXPERIENCE GOES LIVE

visitnc.com news

Governor Easley unveiled the latest Experience on visitnc.com at the second annual North Carolina Motor-sports Association membership meeting in Mooresville. The Experience showcases the her-itage of motorsports in North Carolina while highlighting the sports' legends and pioneers, vari-ous tracks, types of racing, museums, shops, team head-quarters, driving schools and other related attractions around the state. In addition to unveiling the "North Carolina: The Heart of Motorsports" Experience, Governor Easley presented an economic



impact study revealing the motorsports industry contributes more than \$5 billion annually to North Carolina's economy and generates over 24,400 direct and indirect jobs in the state.

VISITNC.COM ESTABLISHES NEW MONTHLY RECORD FOR VISITS

The Division's official consumer Web site (visitnc.com) continues to see an increase in visitation over 2003 statistics. With a total of 462,211 visits in May, visitnc.com broke the 400,000-visitor mark for the first time in the site's history. Remarkable gains were then posted throughout the summer months, with visitation reaching a high of 542,407 in July. With heavy traffic continuing in the fall, thanks in part to the popular "Motorsports" and "Fall Color/Fall Fishing" Experiences, projections have the site reaching over 4 million visits for calendar year 2004, which would represent an increase of approximately 1 million visitors compared to 2003.

MANAGERS HIRED FOR I-77 NORTH AND SOUTH LOCATIONS

welcome center news

Please join us in extending a welcome to **Wally Wazan**, who joined the Division on July 15 as manager of the I-77 South Welcome Center in Mecklenburg County. Wally, who previously served as a sales manager with the Wingate Inn Coliseum in Charlotte, has a strong background in tourism and is well known in the hospitality industry. He began his career with the convention and visitors bureau in Arlington, TX. Wally can be reached at travel-i77s@nccommerce.com.

The Division would also like to welcome **Oma Boyd**, who was promoted from travel information counselor to manager of the I-77 North Welcome Center in Surry County, effective August 1. Oma has been a travel counselor at I-77N since 2001. Prior to that, she was self-employed as owner/manager of a small agribusiness, The Apple House. Oma can be reached at travel-i77n@nccommerce.com.

NORTH CAROLINA KIOSK PROGRAM UPDATE

The North Carolina Division of Tourism/North Carolina Department of Transportation (NCDOT) kiosk program, facilitated through Technology Portals Inc. and displayed in the state's nine Welcome Centers, celebrated its one-year anniversary of serving visitors to North Carolina. In addition to offering a host of upgrades to the system, the touch-screen kiosks now feature improved connectivity with DSL and satellite availability, as well as a unique data management tool for advertisers and sponsoring organizations.

The North Carolina kiosk program also won the "Best Kiosk Application for a Government Agency" award at the 2004

Interactive Excellence Awards in Las Vegas, beating out other programs by the United States Postal Service and US Visit. North Carolina's kiosks serve travelers who stop at rest areas in North Carolina by providing real-time access to road conditions using NCDOT's Travel Information Management System (TIMS), and access to hotel/motels, attractions, restaurants, golf courses, events and festivals entered into the Division of Tourism's Extranet database.



Travel Editor Marc Atchison's (top right) six-day trip through Central North Carolina resulted in a N.C. golf feature in the spring issue of the Toronto Star Golf Magazine (circulation 660,000), as well as numerous features in the Toronto Star, Toronto's largest daily newspaper. Others pictured include: Ed Watkins (top, center), owner of Big Ed's Restaurant in Raleigh; the Division's Mikie Wall (top, left); Toronto Star Special Projects Manager Glen Goodwin (seated, left); Shirley Tucker (seated, center) and Martin Armes (lower right), both of the Greater Raleigh CVB.

DIVISION WELCOMES NEW STAFF

The North Carolina Division of Tourism has hired some new faces over the past few months. Please join us in welcoming them to the travel industry.

AMANDA PEARCE, *Event Programs Manager*

Amanda will help the Division coordinate major events, such as the Mid-Year Marketing Update (MYMU), the North Carolina Governor's Conference on Tourism, North Carolina Tourism Day, and the 2005 U.S. Open in Pinehurst. Prior to coming to the Division, Amanda served as Senior Sales Event Coordinator for Nortel Networks and Design Coordinator for Duke Hospital gift shops. She can be reached at 919/733-7430, or apearce@nccommerce.com.

AMY LYNN BERENSON, *Assistant to the Executive Director*

Before joining the Division as assistant to Lynn Minges, Amy served as the Executive Assistant to the VP of Economic and Workforce Development. She has worked in a variety of offices, including IBM and the law office of Cheshire, Parker, Hughes & Manning. She received her Bachelor's Degree from Meredith College in 1989. Amy can be reached at 919/733-7550, or aberenson@nccommerce.com.

DALE HOPKINS, *Assistant to the Director of Visitor Services*

Dale, who comes from the Fiscal Division of the Department of Commerce, will provide administrative support for all nine Welcome Centers and Call Center. He began his career with the Division of Tourism in 1984 as a member of the inquiry call center staff and also served as Publications Assistant. Dale can be reached at 919/733-7479 or dhopkins@nccommerce.com.

ANDRE THOMAS, *Technology Information Specialist*

Andre will serve as the Division's technology and database specialist, creating presentations, updating online materials, maintaining the Extranet database, and serving as technical liaison in other matters. A graduate of Virginia Commonwealth University, Andre has several years of experience as an educator and IT project manager, and is fluent in Spanish. He can be reached at 919/733-7501, or athomas@nccommerce.com.

BRETT WHITE, *Data Entry Supervisor*

At the Division's 1-800-VISIT NC call center in downtown Raleigh, Brett serves as database manager. He supervises the call center operators and fulfillment center mail handlers to ensure that they disseminate accurate and current information to prospective visitors. A Clayton native, Brett has an associate's degree in digital media from the School of Communication Arts in Raleigh. Brett can be reached at bwhite@nccommerce.com.

HALEY GINGLES, *Public Relations Assistant*

A 2004 graduate of UNC-Chapel Hill, Haley will be assisting the PR Department with press releases, research, media inquiries and familiarization tours. Her previous experience includes the UNC Dept. of Pharmacology and BB&T bank in Shelby. Haley can be reached at 919/733-7557, or hgingles@nccommerce.com.

The North Carolina Division of Tourism, Film and Sports Development is committed to a high level of communication with the taxpayers of North Carolina, the North Carolina travel industry and related businesses, and the traveling public. We encourage you to share this publication with other members of your staff and community.

WWW.VISITNC.COM

FAX: 919-733-8582

PHONE: 919-733-4171

RALEIGH, NC, 27699-4324

4324 MAIL SERVICE CENTER

THE TRAVEL UPDATE

ITEMS FOR POSSIBLE PUBLICATION TO:

PLEASE SEND COMMENTS OR NEWS

AND SPORTS DEVELOPMENT.

DIVISION OF TOURISM, FILM

PUBLISHED BY THE NORTH CAROLINA

TRAVEL & TOURISM UPDATE IS

PRSR STD
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CALENDAR OF MEETINGS AND SPECIAL EVENTS

Event	Date	Location
DECEMBER		
NCACVB	Dec. 2-3, 2004	Raleigh, NC
Rhythms of the South	Dec. 2-5, 2004	New Orleans, LA
Association Executives of NC Mid-year Meeting and Trade Show	Dec. 9, 2004	Raleigh, NC
STS Winter Board Meeting	Dec. 13-14, 2004	Atlanta, GA
NC Film Council Meeting	Dec. 15, 2004	Raleigh, NC
Meeting Professionals International – Carolinas Chapter	Dec. 16-17, 2004	Charlotte, NC
JANUARY		
NC Motorcoach Association Annual Meeting	Jan. 13-16, 2005	Winston-Salem, NC
FEBRUARY		
NCACVB	Feb. 3-4, 2005	Wilmington, NC
American Bus Association's Annual Convention	Feb. 4-9, 2005	Chicago, IL
BIT International Tourism Exchange	Feb. 12-15, 2005	Milan, Italy
Travel South USA Showcase	Feb. 12-16, 2005	Memphis, TN
Meeting Professionals International – Carolinas Chapter	Feb. 17-18, 2005	High Point, NC
NC Canadian Sales Mission	Feb. 28-Mar. 4, 2005	Montreal, Canada
STS Congressional Summit	Feb 28-Mar. 2, 2005	Washington, DC
MARCH		
Montreal Golf Show	Mar. 4-6, 2005	Montreal, Canada
TIA Unity Dinner	Mar. 9, 2005	Washington, DC
Toronto Golf Show	Mar. 11-13, 2005	Toronto, Canada
ITB	Mar. 11-15, 2005	Berlin, Germany
Ottawa Golf Show	Mar. 18-20, 2005	Ottawa, Canada
STS Spring Meeting	Mar. 20-22, 2005	Biloxi, MS
NTA Tour Operator-Spring Meeting	Mar. 30-Apr. 2, 2005	Sacramento, CA
NCACVB	Mar. 31-Apr. 1, 2005	Winston-Salem, NC

Event	Date	Location
APRIL		
NC Governor's Conference on Tourism	Apr. 3-5, 2005	Asheville, NC (Grove Park Inn Resort & Spa)
Great American Road Show	Apr. 10-12, 2005	Myrtle Beach, SC
Meeting Professionals International – Carolinas Chapter (Trade Show)	Apr. 14-15, 2005	Columbia, SC
Association of Film Commissioners International Locations Tradeshow	Apr. 15-17, 2005	Santa Monica, CA
National Association Sports Commission (NASC) Sports Event Symposium	Apr. 19-23, 2005	Portland, OR
STS Canadian Express	April 20, 2005	Toronto, Canada
MAY		
International Pow Wow	May 4-7, 2005	New York, NY
National Tourism Week	May 7-15, 2005	Nationwide
North Carolina Tourism Day	May 10, 2005	Raleigh, NC
JUNE		
NCACVB Annual Meeting	June 2-3, 2005	Asheville, NC
Meeting Professionals International – Carolinas Chapter (Annual Meeting)	June 9-10, 2005	Pawley's Island, SC
US Open Golf Championship	June 16-19, 2005	Pinehurst, NC
STS Summer Board Meeting	June 23-25, 2005	Virginia Beach, VA

SECOND QUARTER TRAVEL TRACKER

Categories	Second Quarter 2004	+/- % Previous Second Quarter
Top NC Attractions	9,984,463	3.1%*
Airport Deplanements	5,036,178	11.0%
Airport Enplanements	5,063,220	11.0%
Hotel/Motel Occupancy	61.3	4.2%
Average Daily Room Rate	\$69.32	2.4%
Revenue Per Available Room	\$42.50	6.7%
Welcome Centers	2,465,892	-4.9%
Regional Visitor Centers	682,829	-15.5%
State Parks	4,145,644	13.2%*

*Hotel/Motel statistics are from Smith Travel Research, Inc.; all other figures are from the Division of Tourism and NC State University.